

ORDER

Orders

Order / Rev:	165281
Alt Order #:	06302341
Product Desc:	TAMMY BALDWIN
Estimate:	
Flight Dates:	09/04/12 - 09/10/12
Original Date / Rev:	08/30/12 / 08/30/12
Order Type:	GENERAL



WDJT-TV-LP

Primary AE:	<u>Matthew Norten</u>
Sales Office:	<u>HDC</u>
Sales Region:	<u>NAT</u>

Agency

Name:	Shorr Johnson Magnus
Buying Contact:	Mike D'Ettorre
Billing Contact:	
	1831 Chestnut St.
	Philadelphia, PA 19103

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser

Name:	Poli/T Baldwin/D/Sen/WI
Demographic:	A35+
Product Codes:	PL Candidate
Priority:	P-2
Revenue Codes:	AGY, POL, ISS

New Business Thru: _____
Order Separation: 00:15:00 _____
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	32	\$11,825.00	\$10,051.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	32	\$11,825.00	\$10,051.25	0.00
Totals	32	\$11,825.00	\$10,051.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WDJT-TV-LP	11%	\$11,825.00
Market	100%	\$107,500.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	43%	\$46,225.00
WITI	23%	\$24,725.00
WMLW-	1%	\$1,075.00
WPXE	0%	\$0.00
WTMJ	22%	\$23,650.00
WVTV	0%	\$0.00
VYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDJT	09/07/12	09/07/12	CBS58 Nws 5p M-Sa/530M		5-530p/530-6p	----1--	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
				CBS58 Nws 5p M-Sa/530p Su											
				5PM NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/03/12	09/09/12	----1--		1		\$150.00		0.00					
2	WDJT	09/10/12	09/10/12	CBS58 Nws 5p M-Sa/530M		5-530p/530-6p	1-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
				CBS58 Nws 5p M-Sa/530p Su											
				5PM NEWS											

Order / Rev: 165281
 Alt Order #: 06302341
 Flight Dates: 09/04/12 - 09/10/12

Advertiser: Poll/T Baldwin/D/Sen/WI
 Product Desc: TAMMY BALDWIN
 Estimate:

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	09/10/12	09/10/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su		5-530p/530-6p 1-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		5PM NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	1-----		1		\$150.00		0.00				
E 3	WDJT	09/04/12	09/06/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su		5-530p/530-6p -TWT---	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
		5PM NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-TWT---		3		\$250.00		0.00				
E 4	WDJT	09/08/12	09/08/12	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p -----1-	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		WHEEL/JEP												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-----1-		1		\$200.00		0.00				
E 5	WDJT	09/04/12	09/06/12	Wheel of Fortune 630p-7p 630p-7p/Wheel		M-F 630p-7p -TWT---	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		WHEEL												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-TWT---		2		\$600.00		0.00				
E 6	WDJT	09/07/12	09/07/12	Wheel of Fortune 630p-7p 630p-7p/Wheel		M-F 630p-7p ----1--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		WHEEL												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	----1--		1		\$500.00		0.00				
E 7	WDJT	09/10/12	09/10/12	Wheel of Fortune 630p-7p 630p-7p/Wheel		M-F 630p-7p 1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		WHEEL												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	1-----		1		\$500.00		0.00				
E 8	WDJT	09/07/12	09/07/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p ----1--	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		JEOPARDY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	----1--		1		\$400.00		0.00				
E 9	WDJT	09/10/12	09/10/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p 1-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		JEOPARDY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	1-----		1		\$400.00		0.00				
E 10	WDJT	09/04/12	09/06/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p -TWT---	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
		JEOPARDY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-TWT---		3		\$600.00		0.00				
E 11	WDJT	09/07/12	09/07/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p ----2--	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		LETTERMAN												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	----2--		2		\$150.00		0.00				
E 12	WDJT	09/10/12	09/10/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p 2-----	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		LETTERMAN												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	2-----		2		\$150.00		0.00				
E 13	WDJT	09/04/12	09/06/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p -TWT---	:30	6	\$200.00	P-2	0.00	NM	6	\$1,200.00
		LETTERMAN												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-TWT---		6		\$200.00		0.00				
E 14	WDJT	09/05/12	09/06/12		CM	10p - 1035p --WT---	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00

Advertiser: Poli/T Baldwin/D/Sen/WI
Product Desc: TAMMY BALDWIN
Estimate: _____

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M - SU Late News											
				M-Su 10p-1035p											
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--WT---			2			\$750.00		0.00			
E 15	WDJT	09/07/12	09/09/12	M - SU Late News	CM	10p - 1035p	----FSS	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
				M-Su 10p-1035p											
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----FSS			3			\$600.00		0.00			
E 16	WDJT	09/10/12	09/10/12	M - SU Late News	CM	10p - 1035p	1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				M-Su 10p-1035p											
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	1-----			1			\$600.00		0.00			
E 17	WDJT	09/07/12	09/07/12	Late Late 1135p-1235a	CM	1135p-1235a	----1--	:30	1	\$75.00	P-2	0.00	NM	1	\$75.00
				Late Late 1135p-1235a											
FERGUSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----1--			1			\$75.00		0.00			
													Totals	32	\$11,825.00